



CITY OF WEST ALLIS

WISCONSIN



Department of Administration & Finance
Office of Cable Communications

JERRY MUSIAL
Video/Cable Communications Coordinator

To: License & Health Committee
From: Jerry Musial
Re: 4th Quarter Funding for Educational Access
Date: 1/29/08

In November the School District hired Kelsi Stoehr as their new Media Assistant to work with the video clubs in the schools and to also produce district programs to air on the educational access channel. Some of these programs were Irving School's "Three To Get Ready Program", basketball games from Frank Lloyd Wright, a Thanksgiving celebration from Wilson School, Longfellow School's "Pirate Day", and Central High's tribute to Mr. Jones, a teacher who passed away suddenly.

Also in December a number of concerts were videotaped. While some were shown in full length Kelsi had to do some editing to others before being shown on the Channel. She also was involved in taping a gymnastics meet at Central High.

The School Channel's objective for the next quarter is to show a more diverse programming schedule, which would include other sports like swimming and wrestling.

Brian Vissers was hired in early January to replace Stuart Wilke as the District Communications Specialist. He and Kelsi plan on meeting with the video club advisors to stress the importance of producing quality programming for the School Channel.

After reviewing the School District activities relating to the educational access channel, I recommend that the fourth quarter funding for educational access television operations be granted.

Respectfully submitted,

Jerold E. Musial

Cc: Mayor Bell
Paul Ziehler